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SQUARE TUBING (Seconds)
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1"-15 Ga. ....22c ft.
1¼"-16 Ga. ..26c ft.
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Multi-Million Dollar Beef Push Outlined, Checkoff Begins

LIVESTOCK REPORTER

...th Year, No. 26 Fort Worth, Texas, July 9, 1981 Twenty Pages

Stuph & Thangs

EFFORTS TO FORCE-FEED QUAINT IDEAS CONTINUES...

It appears that we no sooner git over th' rash of one special interest group tryin' to control our lives and habits than up pop another one. Now comes one loosely termed th' Animal Welfare outfit, which is a number of fanatic folks rangin' from animal lovers to vegetarians and from what has surfaced about 'em to date they do reppersent somethin' kind of new as combinations of rabble rousers are concerned.

Those Animal Welfare people have decided that livestock and poultry *under today's farmin' & feedin' practices* are bein' denied their Constitutional Rights to life, liberty and pusuit of happiness. Confinement in pens, or cages in th' case of poultry and some small animals, should be outlawed as cruel and inhuman treatment. Of course, these folks conveniently ignore

(CONT. ON PAGE 11)

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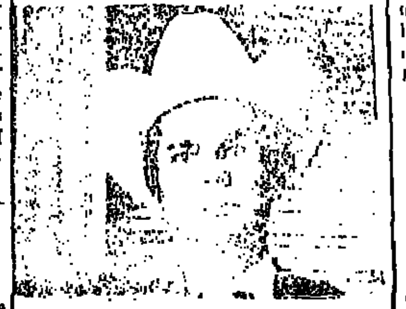
Advertiser's Directory 19
Brahman News 8-9
Beefalo News..........5
Calendar 14-15
Classified Ads 16-18
Carlot Beef 1
Feedlots Monday 1
Fort Worth Monday..........7
Futures Monday 18
Livestock Slaughter..........19
Longhorn News 13
Okla. City Monday 19
Red Angus News 4
Red Brangus news..........6-7
San Antonio Monday 9
Simbrah News..........12



BILL HALL

Bill Hall New Texas Angus Secy.-Fieldman

Bill Hall, formerly of Killeen, has been named Secretary-Fieldman of the *Texas Angus Association effective July 1.*

Jerry Williams, Lockney, heads the 400-member association with headquarters at 233 N. Judkins, Fort Worth.

Hall, 26, was formerly employed with

(CONT. ON PAGE 10)

Effort to Recover Consumer Markets, Return Business to Profitability Aim Of Massive Advertising in Major Media

A coordinated consumer marketing plan designed to help the beef industry return to profitability was endorsed by state and national beef promotion leaders at a June 26 meeting in Denver.

At the meeting were members of the *Promotion Committee of the Meat Board's* Beef Industry Council, state beef council leaders and representatives of affiliated industry groups.

Presenting the marketing plan were Dr. Wayne Talarzyk and Ron Cowman of Management Horizons, Inc., a Columbus, Ohio firm specializing in consumer marketing strategy. Management Horizons was retained by the Beef Industry Council of the Meat Board in March to prepare a complete marketing/advertising/promotion plan *for the beef industry.*

"This program addresses the overriding issue of planning for the return *to beef industry profitability,*" Talarzyk said in his introduction. "While there are already ongoing programs to improve methods of production, distribution, pricing and packaging (all of which have important effects on industry profitability), the focus of this plan centers on communicating beef's value messages to the ultimate consumer."

The voluntary checkoff of 25c per head was launched in Texas July 1. Some 48 livestock markets have signed *up to collect the quarters to finance the* beef promotion budget and about 100 others have agreed verbally to make the checkoff by implied consent, meaning that the checkoff will be made unless the owner gives notice in advance he does not want to participate. Later the seller may recover this money, if he so desires, by writing to the Beef Industry Council. *Major Packers in Texas have agreed to* a checkoff of 25c per head on all cattle slaughtered.

Consumption of beef per capita has been declining due to a number of factors including competition from pork, poultry and fish and to some extent by attacks on beef and other red meats by dietary faddists who have been clamoring that red meat and animal fats are hazardous to the health of even normal, healthy people.

The five objectives outlined by Management Horizons are:

1.) Halt the rate of industry financial losses and affect a positive trend to profitability.

2.) Consistently increase consumer retail purchases of beef at prices profitable to the industry.

3.) Increase beef consumption among target segments trending to lighter consumption.

4.) Protect the current level of beef consumption among heavy user segments.

5.) Achieve an increased and ongoing partnership with retailers for mutual profitability.

With these objectives squarely in sight, the industry then must identify whom it wants to reach and what it

(CONT. ON PAGE 10)

J. Lynn Futch Named FmHA State Director

Washington — Secretary of Agriculture John R. Block today announced the appointment of J. Lynn Futch, Washington, D.C., as State Director of the Farmers Home Administration for Texas effective July 6, 1981.

Futch, 55, had previously served as FmHA State Director in Temple, Texas from 1969 to 1977. Since then he has served as Program Assistant to the FmHA Administrator at the

(CONT. ON PAGE 19)

Cattle Raisers Praise Conservative Democrats In Congressional Budget Battle

Fort Worth — The nine Texas Democrats who "put country ahead of party" in the recent budget battle in Washington got a personal thanks in the form of a resolution passed by members of the Texas and Southwestern Cattle Raisers Association board of directors at their meeting in San Angelo, Texas, June 26-27. TSCRA telegraphed its members' *thanks only hours after the lawmakers* helped Republicans defeat an attempt by the Democratic leadership to derail *President Reagan's budget and tax proposals.*

TSCRA is a non-profit livestock producer group with more than 14,000 members in Texas, Oklahoma and surrounding states.

John S. Cargile, TSCRA president

(CONT. ON PAGE 19)

Details On Sales Coming Up . . .

Date	Page
July 11 – Ardmore Equipment Auction	3
July 18 – Nacogdoches Texas Longhorn	13
July 18 – National Beefmaster	3
July 25 – Lawson McKelvey Farm Equipment	7
July 31 – American Paint Horse Assn. National Sale	14
Aug. 1 – Kentucky Santa Gertrudis Futurity	3
Aug. 1 – *McKellar Red Brahman Female*	8
Aug. 13 – Zipperer Beefmaster	10
Aug. 15 – Guerra Bros. Red Brangus	6
Aug. 26-29 – Brahman Clinic VII	8
Sept. 4 – East Texas Brahman	8
Sept. 19 – Paleface Ranch Red Brangus Heifer	6
Oct. 17 – Folks Red Brangus	7
Oct. 16-17 – Seaberg Ranch Dispersal	9

Feedlot Trade Opens Slow, Mostly Steady

Amarillo, July 7 (F-S) — Trade rather slow in the Panhandle area Monday. Slaughter steers and heifers steady. *Steers 6,900: good and mostly* choice 2-3, 70-85% choice, 1025 lb 70.00-70.25, bulk 70.00. Mixed good and choice 2-3 1000-1050 lb 69.25-69.75. Heifers 2,200: good and mostly choice 2-3 900-950 lb 66.75-67.50. Mixed good and choice 2-3 875-000 lb 65.00-66.00. Good and choice 1000-1050 lb heiferettes 61.00-62.00.

Trade moderate in the Panhandle area Thursday and at standstill Friday and over the long holiday weekend. Slaughter steers steady, heifers 1.00-1.50 lower. Steers 3,000: good and mostly choice 2-3, 65-80% choice, 1000-1025 lb 70.00-70.50, bulk 70.00. Heifers 3,000: good and *mostly choice* 2-3 875-950 lb 67.00-67.50. Mixed good and choice 2-3 900-925 lb 66.50-67.00. Couple *loads good and choice 2-3 1050 lb heifer*ettes 63.00.

———o———

Omaha, July 6 (USDA) — Feedlot

(CONT. ON PAGE 19)

Carlot Beef Opens Slow, Mostly Steady

Des Moines, July 6 (F-S) — Central U.S. beef report (includes the major production areas in the Midwest and Texas-Oklahoma Panhandle as of 4:30 p. m.) Compared to Thursday's 4:30 report: early sales choice steer beef steady to 1.00 higher, no test late. *Heifer beef steady late.* Good 3.00 higher with most advance on Friday. After noon demand light, especially on steers, and trading at a standstill. The boxed beef carcass cutout value advanced $.44 to an estimated $113.72 per cwt. Sales reported on 27 loads of steer and heifer beef. Steer beef — 17½ loads including 1½ to processors, 12 to packers and 4 to chain stores. FOB Omaha basis: 2 choice 3 600-700 lbs 112.00 early, steady, 7 choice 3 700-900 lbs 113.00-114.00, steady-1.00 higher. *1½ choice 4 600-900 lbs 100.00.* 2 good 2-3 600-900 lbs 104.00 early. 4 good 2-3 600-900 lbs 102.00-104.00 (Friday). *Heifer beef — 9½ loads including 1½ to* processors and 8 to packers. FOB Omaha basis: 3 choice 3 550-700 lbs 107.00-108.00, late 107.00, steady late. ½ choice 4 500-700 lbs 100.00. 2 good 2-3 550-700 lbs 101.00 early, 3.00 higher. 4 good 2-3 550-700 lbs 99.00-101.00 (Friday).

———o———

Des Moines, July 6 (F-S) — Central

(CONT. ON PAGE 10)

Fed Cattle Higher at Most Markets Monday, Hogs Were Highly Uneven

At the central markets on Monday the fed steers and heifers were mixed, but prices were firm to higher at a majority of places. Slaughter cows were mostly $1 higher and bulls ruled steady. Receipts were 7,700 below a week ago. *Monday's cattle kill was estimated at 110,000, 3,000 below last Monday and 1,000* above one year ago. Butcher hogs were mixed with prices as much as $1 higher to 50c lower at various markets. Monday's receipts were 3,400 below a week earlier. *Estimated hog kill for Monday was 214,000,* which was 48,000 below last week and 64,000 below a year ago. Price trends, quotations on choice and prime fed steers and heifers and the mixed good and choice grades and on good to choice Holstein steers and U. S. 1-3 hogs scaling 200 to 280 pounds included:

OMAHA fed cattle steady to 50c, spots $1 higher. Steers $69.50 to $71 and $68 to $69.50. Holsteins $62 to $63. Heifers $66.50 to $68 and $65.50 to $66.50. Hogs 50c to $1 higher at $51 to $54.50. SIOUX CITY fed cattle steady. Steers $67 to $71 and $68 to $69. Holsteins $58.50 to $60.50. Heifers $65.50 to $67.25 and $64 to $65.50. Hogs steady at $50 to $52.75.

ST. PAUL fed cattle steady, except Holsteins steady to 50c higher. Steers $67 to $69.20 and $66.50 to $68.20. Holsteins $59.50 to $61.80. *Heifers $64.50 to* $66.50 and $63 to $65. Hogs $1.50 to $2 higher at $50.50 to $52.50. SIOUX FALLS fed cattle steady. Steers $68.50 to $70.75 and $66.50 to $68.50. Holsteins $59 to $62. *Heifers $65 to $66.50 and $63 to $65. Hogs steady, spots 50c lower, at* $49 to $53.50.

JOLIET steers firm to 50c to $1 up. Heifers firm to spots 50-75c higher. Steers $69 to $70.50 and $67 to $68. Heifers $66.50 to $68.25 and $62.50 to $65. Hogs $1 higher at $51.50 to $54.25, on 200-260 lb. weights. PEORIA steers steady to weak, spots 50c to $1 lower. Heifers steady to weak, spots 25-50c lower. Steers $66.50 to $70 and $66 to $68. Holsteins $60. Heifers $64.50 to $67 and $62 to $64.50. Hogs steady, spots 50c lower at $49.50 to $54.

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3rd 1981 "Top Dollar" Sale Set July 30 At Ft. Worth Stockyards

Fort Worth — The Fort Worth Stockyards and commission firms operating there are conducting the seven-sale series of special "Top Dollar" stocker-feeder calf sales on the last Thursday, now through October, and on Nov. 19, 1981, according to Elmo Klingenberg, stockyards president. Sale dates are: July 30; Aug. 27; Sept. 24; Oct. 29 and Nov. 19.

The sales will begin with odd lots selling at 8:30 a.m. and groups at 10 a.m. The groups of 10-19 head and 20-and-more head will be judged in three classes; Herefords, Angus, other breeds and crossbreds prior to the group sale. Trophies and ribbons will be awarded for the first five places in each class.

Because of top quality, uniform lots of both steers and heifers available in load lots, these sales traditionally attract top buyers looking for cattle for grazing, preconditioning or feedlots. All these factors contribute to premium prices for the calves, Klingenberg said.

Consignments to these "Top Dollar" sales may be made by contacting any of these full-time, full service commission firms: Carson Commission Co., 817/624-3191; John Clay & Co., 817/624-1800; Farm & Ranch Commission Co., 817/624-2161; Farmer-Kutch Commission Co., 817/624-2176; Foley-Allen Commission Co., 817/626-3701; Leon Ralls Livestock Commission Co., 817/624-2121; or Bill Few, 817/624-2161.

Further information is also available from the Fort Worth Stockyards, 817/624-3101.

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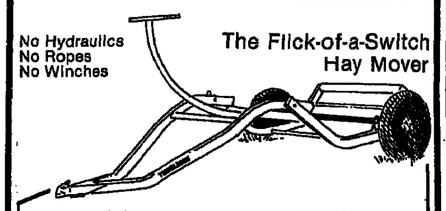

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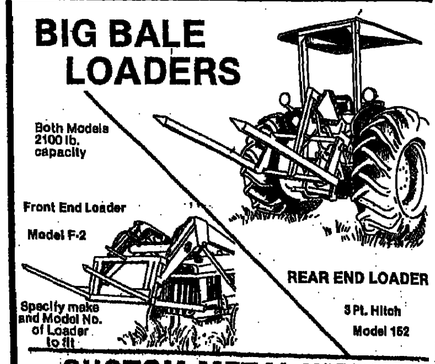

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BRITT KENNARD	Kennard Land & Cattle Co. Route 1 Mt. Calm, Texas 76673 817/344-2394	To list your Chianina Herd in this advertisement contact: Weekly Livestock Reporter, Box 7796, Fort Worth, Texas 76111. 817/831-3147.	

National Beefmaster Show and Sale Set July 18, Waxahachie

Waxahachie—The National Beefmaster Association Show & Sale will be held in the Waxahachie Livestock Commission Co. on Interstate 85 north of here Saturday, July 18, with the sale beginning at 12 noon. Lunch will be available.

This "Top of The Crop" sale will feature 50 lots of personally, carefully selected Beefmasters including 8 bulls 18-30 months old; 7 bulls 12-18 months old; 7 pairs with the cows 2 to 4 years old; 11 heifers 18-30 months old and 17 heifers 12-18 months old.

Every lot is consigned by the sole breeder and carries his brand.

A pre-sale party will be held at 7:30 to 9:30 p.m., Friday, July 17, at the Brookside Inn at Waxahachie, sale headquarters, phone 214/937-8223.

For further information contact the sale manager, Jerry Hardin, Box 464, Mesquite, Texas 75149, phone 214/285-3240.

Kentucky National Santa Gertrudis Show, Sale July 31, Aug. 1

Bowling Green, Ky. — Buddy Smith of Superior Sales, Huntsville, Texas, sale manager, and Shelby Hughes of Auburn, Ky., sale chairman, have announced that the Kentucky National Santa Gertrudis Show & Sale will be held at Western Kentucky University Exposition Center here July 31 and Aug. 1, with the Santa Gertrudis "Kollege of Knowledge" beginning at 9 a.m., July 31, and the sale at 1 p.m., Aug. 1.

Deadline for entries in the Junior heifer show is July 20. The $10 entry fee should be sent to Superior Sales.

Sale headquarters will be the Ramada Inn, Bowling Green, Ky., on Interstate 65, phone 502/781-8000.

For more information and to enter heifers in the show, contact: Superior Sales, Buddy Smith, Route 2, Box 174, Huntsville, Texas 77340, phones 713/291-1891 or 295-4401.

---o---

Ardmore Equipment Auction Set July 11

Ardmore, Okla. — A sale of farm equipment will be held on the Ardmore Equipment Co. lot located on 142 By-Pass, 2.5 miles east of Ardmore, Okla., on Saturday, July 11, 1981, beginning at 10 a.m.

Selling will be tractors, plows, planters, cultivators, mold boards, tillers, harrows, balers, rakes, mower conditioners, irrigation equipment, pumps, pipe, trailers, manure spreader, and much, much more. Terms are cash.

David Catching of Catching & Long Auctioneers, 102 Collins Freeway, Howe, Texas, and Pat Long, will be the auctioneers.

For more information contact Ardmore Equipment Co., Ardmore, Oklahoma, phone 405/223-7104; or the auctioneers, Catching and Long, office phones 214/532-5528 or 5578.

---o---

McAlester Monday

McAlester, Okla., July 6 (F-S) — Receipts 900. Feeder cattle and calves 2.00 to 3.00 lower, slaughter cows 2.00 to 3.00 higher; bulls steady. Feeder steers: medium frame no. 1 200-800 lb 72.00-76.50; 300-400 lb 66.00-74.00; 400-500 lb 63.00-68.00; 500-600 lb 58.00-64.00. Heifers: medium frame no. 1 200-300 lb 58.00-63.00; 300-400 lb 52.00-56.00; 400-500 lb 51.00-55.00; 500-600 lb 50.00-54.00. Slaughter cows: utility and commercial 2-3 41.00-45.00.

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11 HEIFERS 18 to 30 Months Old
17 HEIFERS 12 to 18 Months Old

Every lot is consigned by the sale breeder and carries the breeders brand. This is truly the ELITE sale of the year. Don't miss the opportunity to improve your herd with the best of the . . . BEEFMASTER BREED.

ANTHONY MIHALSKI - Auctioneer

PRE-SALE PARTY
Friday
JULY 17, 1981
7:30 to 9:30 p.m.
Brookside Inn
Waxahachie, Texas

For Information Contact
NATIONAL BEEFMASTER ASSOCIATION
817 Sinclair Bldg. — Fort Worth, Texas 76102
JERRY HARDIN - Sale Manager
Box 464 • Mesquite, Texas — 214/937-8223
Sale Headquarters — Brookside Inn — Waxahachie, Texas

TEXAS RED ANGUS NEWS

The Texas Red Angus Association Board of Directors (plus one) — front row: D. W. Martin of Johnson City; Owne Kolle of Ines; Betty Grimshaw, Administrative Assistant at RAA national headquarters in Denton; and Harrison Walker of Eagle Lake. Second row: George Beechtle of Emhouse; Tim Bauer, president, of Winnie; and Vicki Bauer, secretary, of Winnie. Third row: Dennis Halfmann of Rowena; and Clifford Halfmann (also on national board of directors) of Rowena.

Brooke Bauer of Winnie, Texas, gives Owen Kolle his door prize. Onlookers are: Heather Redus of Columbus; Jon Price of Sparta, Tenn.; Dorothy Kolle of Ines; and Mr. & Mrs. Hugh Sheridan of Houston.

New Members Join Red Angus Assn.

Four new members have recently joined the American Red Angus Association in Texas, and 10 now members joined the American Junior Red Angus Association.

New senior association members are: Richmond Hales, RR 2, Box 164, Canyon, Texas 79015; Lwis G. Herring, Route 1, Box 249A, Bogata, Texas 75417; John and Jo Passano, 4672 South Foster Road, San Antonio, Texas 78222; and Wil-Bo Ranch, 11110 Sharpview Drive, Houston, Texas 77072.

Attentive listeners at the TRAA June 6 meeting: (foreground) Dennis Halfmann, Harrison Walker, and Clifford Halfmann, and (background) Mr. & Mrs. Hugh Sheridan, E. R. & Mary Mobley, and Dorothy Kolle. (Photos by Susan McGuire, ARAA).

New members of the junior association are: Brian A. Burch, Clifton; Wendell E. Davidson, Lewisville; Russell W. Eckhard, Hallettsville; Michael O. Evermann, Houston; Roy Eugene Harris, Kenedy; Larry Hix, Greenville; Le Shon Holland, Arp; Oscar Knowles, Beasley; Charlotte McGraw, Hubbard; and Kyle Lane Thomas, Winnsboro.

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Stanley Bergman
Rt. 2, Box 120
Adair, Okla. 74330 918/826-1135

Hides & Offal

Greeley, July 2 (F-S) — The value of hide and offal from the average 1000 pound slaughter steer for the week ending July 2 was estimated at $5.94 per 100 lbs of live weight compared with $5.96 previous week and $6.25 a year ago.

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Learn to use your head, but don't concentrate on the part that eats, drinks, and talks too much.

RN UMPIRE 318

1980 National Class Champion
SMOOTH, EXCELLENT-BUILT RED ANGUS BULL
A son of Umpire 1,000 out of a double-bred 373 daughter.
Also CHOCTAW 219, son of 629B out of a double-bred Rebel cow weighing 1,550 lbs.
Semen Available At
Elgin Breeding Service, Elgin, Tx.
E. H. & L. L. WALKER
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Two-Year-Old & Yearling Bulls FOR SALE
Some have been performance tested at A.C.U.
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LAWSON McKELVEY TRUCK & TRACTOR COMPANY, Inc.
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AUCTION
10:00 A.M.-JULY 25, 1981
North Loop 29
ATLANTA, TEXAS
Snacks and Cold Drinks Available
300 Bid Lots
TERMS: CASH, CHECK (PERSONAL OR COMPANY) WITH BANK LETTER OF CREDIT. NO SIGHT DRAFTS. FOR MORE INFORMATION CONTACT SALE MANAGERS.
For More Information Contact Sale Manager:
Double D Auction Service
Rt. 1, Box 203 — Waskom, TX 75692
Txgs 011-0073
Jack Dillard 214/687-2200 214/687-2222
James Duncan 214/687-3346 214/687-2412

DOZERS-BACKHOES—The condition of the dozers is excellent, the needed repairs have been made and you can buy with confidence. IH TD7 Diesel W/Blade / IH TD6 Diesel W/Angle Blade / IH 500C Diesel W/Angle Blade (New Engine) / IH 3400 Backhoe - Loader Diesel.

TRACTORS — IH B414 W/Cab / two - IH 424 Diesel / IH 424 Gas / IH 464 Diesel / IH 140 Gas Fast Hitch / two - IH 140 Gas / IH 140 Gas W/Belly Mower / IH 130 Gas W/Belly Mower (new) / IH F450 Butane / IH 560 Gas / IH W9 / IH Super C Fast Hitch / IH 574 diesel / IH A W/Belly Mower / IH Cub Low Boy W/Belly Mower / IH 100 W/Fast Hitch (some equipment) / IH Super C W/Fast Hitch (cultivator, planter and fertilizer units) / IH 404 W/Cultivator - Planter and Fertilizer unit / MF 65 Gas / Ferguson 35 Gas / Ford 3600 Diesel / Ford 641 / Gas / Ford 8N.

HAY BALERS—Round—NH 241 "Big Roll Bale" (New) / NH 2400 (New) / NH 740 / Vemeer 605C / two - Hesston Rounder 5400 / MF 450 / HawkBilt.

HAYBALERS—Square—IH 425 (New) / NH 273 / NH 68 / NH 269 / MF . . . all of these balers will be sold for parts. NH 286, two - NH 275 / MF 12, Ford 14 292.

MOWERS—FMC Sidewinder 5x5 (New) / IH 24 Mower / three - IH 100 / IH Cub Belly Mower (60") / IH 3108 Disc Mower / two - IH 120 Fast Hitch (one row) / IH 230 / IH Cub Fast Hitch (42") two - JD 39 / NH 450 / JD / AC Parts only / Sears 8 hp Riding Mower / Bush Hog - 15 ft. - (needs repair)

DISC—IH 122 Tandem / Athens Series 88 / Case Drag Type / Transport Off Set - 10 ft. / Tandem Disc Fast Hitch / 2 - Drag types / Ford Tandem Disc.

TRUCKS—IH 1975 ½ ton V8 Automatic / IH 1972 ½ ton V8 Automatic / IH 1969 1800 Truck Tractor . . . 392 engine . . . 5 speed - speed . . . air brakes . . . 10.00 x 20 tires (good equipment) / IH 1968 ½ ton V8 Long wheel base / 1961 Ford 600 2 speed 4 speed (parts).

TRAILERS—Two - 4x8 Dump trailers (one needs repair) / Binkley Carry All 21 ft. (will go flush with ground). Like new / Nabors Pole Trailer Single Axle / Hay Trailer - 4 wheel.

TRENCHER—Buckeye Bucket Trencher (6 ft. circle). Track type - needs gear-runs - runs good / Auburn 5 ft. Trencher unit . . . new . . . just weathered.

GRINDER-MIXER—IH Model 1250 Portable - New.

MANURE SPREADER—NH 213 (used once).

SPRIG PLANTER—Bermuda King Coastal Sprigar (like new).

BLADES—IH 20 3 pt. (New) / Big Rhine 3 pt. Hvy. Duty / Bush Hog 3006 Box Blade.

EQUIPMENT—NH 33 Flail Chopper / JD Grain Drill / Hesston 10W Bale Mover / IH Super M Cotton Picker (one row) / Tulsa Winch / Braden Winch "A" Truck Bed w/rolling tail board (oil field) / Chevy Auto . . . no Title . . . would run . . . parts only / Midwest "Unbaler" (for unrolling round bales) / Dump Bed 10 yd. / Dozer Tree Saw blade (Henderson brand) / Tandem Axle Assembly / Herd 750 3 pt. seeder / AC Loader . . . runs good / Moldboard Plow 2 bottom / two - Drag type stalk cutters / Rotary Scraper Drag Type / Antique Cotton Duster / GE Power Plant Model 1942A / Woods Rotary 80 in., cutter (needs work) / NH 57 Hay Rake (parts missing) / Burrow Builder (gopher poisoner) / Calhoun "Speed Spred" Fertilizer buggy / two - 500 gal. skid fuel tanks / MF Scratcher cultivator / JD 2 bottom drag type plow / Dozer blade for IH 424 or 444 / Disc Plow 3 pt. 3 bottom / Lely Hay Fluffer / Toolbar 24 row fast hitch w/middlebusters / two - JD toolbar middlebusters / two bottom plow 3 pt. / two - JD 2-row cultivators / Gin Poles.

Beefalo NEWS

IBBR Convention In Okla. City July 30-Aug. 1

Oklahoma City — The International Beefalo Breeders Registry will hold its Annual Convention in Oklahoma City, July 30 through August 1, 1981. The Convention site will the Hilton Inn West on I-40 at Meridian.

Convention activities will begin Thursday, July 30 with a bus trip to the Cowboy Hall of Fame. Buses will leave at 2:00 and 8:00 p.m. Upon return to the Hilton a Cocktail Hour is planned from 5:00 to 9:00 p.m. in Dennis Eubanks' suite at the Hilton Inn.

It was pointed out that this is the first time this IBBR Convention has been held in the Southwest and all Beefalo Breeders and those interested in breeding Beefalo are urged to attend. Reservations should be made directly to the Hilton Inn West.

On Friday, July 31, activities will begin at 8:00 a.m. with a breakfast Board of Directors meeting of IBBR followed by a welcome and opening remarks at 9:30 a.m. by Dennis Eubanks, IBBR President in the Appaloosa-Arabian Room. Jim Burnet of Luther, Montana will address the convention at 10:30 a.m. followed by an 11:15 a.m. presentation by Genetic Profiles of Arlington, Texas.

A Beefalo Luncheon is scheduled for 12:00 noon with special guest speaker, United States Senator John Melcher of Montana. Bob Allen, A Bar K Beefalo of Edmond, Oklahoma will furnish the Beefalo meat for the luncheon.

Speakers during the afternoon will be Ben Martin of the Northwest Beefalo Association, Darrel Bush of Boeing Computer Service in Seattle, Washington, and Dale Heagle, President of the North Central Beefalo Association.

A membership meeting is set for 3:00 p.m., July 31.

An 8:00 a.m. IBBR Board of Directors meeting is set for Saturday, August 1, 1981 followed by a Question and Answer session from 9:30 to 11:30 a.m.

A special feature of the convention will be an exhibit by Bob Allen's A Bar K Beefalo Farm of a 3/4 Beefalo cow and 7/8 heifer calf. Allen has been very active in exhibiting Beefalo at the Oklahoma State Fair for several years.

For further information on the convention contact the International Beefalo Breeders Registry, Box 7524, Stockton, California.

Beefalo Places High In Cooke County Evaluation Test

Cooke County Beef Evaluation Center at Gainesville, Texas recently completed the 32nd Testing Program. The test was for a 140 day period and included 7 breeds using a typical beef cattle feeding program. Tom Martin, a member of the International Beefalo Breeders Registry placed three Beefalo bulls in the test and his best animal took 2nd place in the total breed index ratings. A Beefalo spokesman pointed out that the results might have been much better on a ration designed for Beefalo. The top animal in each breed performed and placed as follows:

Breed	Total Gain	ADG	WDA	365 Day Weight	Total Breed Index
Pinzgauer	580	4.14	3.17	1,150	117
Beefalo	460	3.28	2.92	1,080	111
Santa Gertrudis	450	3.21	2.75	1,005	110
Brangus	510	3.62	2.92	1,070	103
Charbray	390	2.78	2.47	900	102
Simmental	450	3.21	2.56	910	101
Beefmaster	485	3.10	2.86	1,025	100

Total breed index was determined by the average indexes for ADG, WDA, and 365 Day Weight within the breed.

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Abilene Monday

Abilene, Texas, July 6 (F-S) — Receipts 750. Slaughter cows firm to .50 higher. Slaughter bulls steady. Feeder steers and bulls steady; feeder heifers firm. Few cow calf pairs steady. Slaughter cows: utility 2-3 39.50-43.00 cutter 1-2 36.00-41.00. Bulls: yield grade 1-2 1250-2850 lbs 48.00-54.50. Feeder steers and bulls: medium frame 1: 300-400 lbs 72.00-80.00; 400-500 lbs 61.00-66.00; 500-600 lbs 60.00-64.00; 600-700 lbs 60.00-61.50. Heifers: medium frame 1: 200-300 lbs few 65.00-78.00; 300-400 lbs 65.00-60.00, 400-500 lbs 54.00-58.00; 500-600 lbs 53.00-56.00; 600-700 lbs 50.00-55.00. Middle-aged medium frame 1-2 cows with small calves 485.00-600.00 per pair. Middle-aged medium frame 1-2 pregnancy tested 750-1100 lb replacement cows 42.00-47.00.

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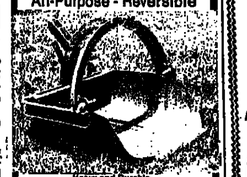

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Henderson, Tx. 75652
Ph (214) 838-4444
Don Pshigoda
Rt. 2, Box 10
Perryton, Tx. 79070
Ph (806) 435-3566

Western Kentucky National Santa Gertrudis Show & Sale

August 1, 1981 1:00 P.M.
Western Kentucky University Exposition Center
Bowling Green, Kentucky
Registration blanks and additional information on the "Kollege of Knowledge" will appear in the July issue.
The "Kollege of Knowledge" is planned for July 31st, beginning at 9:00 A.M.
Mark your calendar for a fun and fact-filled weekend.
— HEADQUARTERS —
Ramada Inn
Bowling Green, Kentucky
I-65
Over $8,000 in show premiums
— SALE CHAIRMAN —
Shelby Hughes
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AMERICAN RED BRANGUS ASSOCIATION NEWS

Guerra Bros. Brahman Influence Red Brangus Sale Aug. 15 At Linn

Linn, Texas — The Guerra Bros. will again proudly host the Brahman Influenced Red Brangus Sale of the Americas II at their ranch near here on Aug. 15. The cattle will be on display all day Friday with food and refreshments and a typical Mexican-style fiesta atmosphere available from noon on. There will be an embryo transfer seminar on Friday afternoon, Aug. 14, and 4:30 p.m.

Selling will be 80 top quality lots of cattle including one-half embryo interests in five of the top Guerra Red Brangus females. These matrons are: Amazon 35/5, dam of Geronimo, a Warrior son that the Guerra's felt will be better than his sire, the great Warrior; Warrior's Princess 100/0, best Warrior heifer ever produced and featured in all of the Guerra Bros. sale advertising and out of an embryo transfer cow; 217/5, a granddaughter of the great 15/5 certified Meat Sire of Paleface Ranch who has produced more herd sires than any other Red Brangus herd bull; Miss Amazon M-11, the grand champion female of the first Red Brangus show ever held and an own daughter of the Paleface Ranch 73/1 bull; and Miss Amazon M-62, "possibly the best 77/5 daughter ever to leave the Paleface Ranch, and a model Red Brangus," Carlos Guerra stated.

"If it wasn't for embryo transfer, these cows would never be available," Guerra said. "Everyone will have the opportunity on Aug. 15 to share with us the heart of our herd."

Also available will be one-half interest in the buyer's pick of the weaned litter of full sibs to Warrior 21/4; the buyer's pick of one-half interest in the litter of 141/6 and 15/6 calves. 141/6 is Amigo Real's dam and 15/5 is the great Paleface Ranch CMS bull.

Also selling will be top herd sire prospects by Warrior and 113/7, some outstanding Warrior pairs; 25 top Red Brangus pairs including many three-in-ones; bred cows; 25 replacement heifers including some three-quarters; and a few commercial bulls.

Everyone will also have the opportunity to invest in some of the best red nose and polled Brahman genetics available. There will be four halter-broken red nose heifers selling along with two exceptional red nose herd bull prospects. Also selling will be six Brahman cows with registerable Red Brangus calves at side; and two registered polled Brahman heifers.

"There will be something for everyone," Guerra Said.

Bert Reyes of San Antonio will be auctioneer.

The embryo transfer seminar Friday, Aug. 14 will feature as main speakers Dr. Sam Halley, DVM, premier embryo transfer specialist of Brahman and Brahman-blooded cattle; and David Westfall, counselor of law and co-owner in an embryo transplant center and an expert on tax advantages of embryo transplants. The seminar will be very educational and open to questions from the audience.

For more information contact Guerra Bros., P. O. Box 38, Linn, Texas 78563, phone 512/383-2602; or A. R. Guerra, 512/383-5875; Carlos X. Guerra, 512/383-7540. Sale headquarters will be the Echo Motor Hotel, Edinburg, Texas, 512/383-3828.

Paleface Ranch Sets 1st Red Brangus Heifer Sale For Sept. 19

Spicewood, Texas — Mike Levi, founder of the Red Brangus breed, will hold his Paleface Ranch's first heifer sale on Saturday, Sept. 19 1981 at 1 p.m., following lunch served at noon.

Selling will be 150 heifers from Levi's short yearling crop. He will keep a few replacements of the kind he will be offering for sale. These heifers will be old enough and large enough to breed next spring.

Levi said this will not be an auction sale. The heifers will be sorted into groups of about five head each and prepriced. Buyers will select the heifers they want at the price on them. If more than one buyer wishes to buy that particular set of heifers, Levi will use a drawing system to select the purchaser.

These heifers all trace back to Levi's original Oscar bull, the foundation sire of the breed.

"This will be an excellent opportunity for new breders to get into the Red Brangus business, or established breeders to add some quality Paleface Ranch females to their herds," Levi said.

Financing will be available on the heifers with a reasonable down payment and reasonable interest rates. Persons wishing financing should contact Syler Sales Management, Inc., Route 2, Box 35, Burton, Texas 77835, phone 713/289-4400, for credit approval prior to the sale. No credit will be approved sale day.

Headquarters for the sale will be the Lakeway Inn on Lake Travis, where a block of rooms has been reserved for prospective buyers. A pre-sale party will be held at the Lakeway Inn the night before the sale at 8 p.m., Sept. 19, and dinner at 8 p.m.

Levi invites everyone to also attend the grand opening of his new sale facility the morning of Sept. 20 before the sale for coffee and donuts, and lunch served before the sale.

Paleface Ranch will again be host for the 4th Annual American Red Brangus Association heifer futurity and sale and the Paleface Ranch's 10th annual Red Brangus bull sale on Nov. 19-20. Forty-three heifers have been nominated for the Futurity Show and Sale so far.

Levi's bull sale Nov. 20 will be an offering of 100 head of the very top bulls on the ranch.

Breeders Nominate More Than 40 Heifers To 1981 ARBA Futurity

Austin — More than 40 members of the American Red Brangus Association have nominated heifers for the ARBA Heifer Futurity Show and Sale to be held Nov. 19-20 at the Paleface Ranch at Spicewood, Texas.

Nominations will be accepted until Sept. 19. Nomination forms and a check for $250 should be sent to the ARBA office, P. O. Box 1326, Austin, Texas 78767. For more information call the ARBA office, 512/345-2625.

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Five New Inspectors Named By ARBA

Five new Red Brangus inspectors have been added to those now approved by the American Red Brangus Association, according to Mike Levi, Spicewood, president of ARBA.

The new inspectors and their areas are: Melvin B. Creel, Route 1, Box 161, Ovett, Miss. 39464, phone 601/844-7231, for South Mississippi; Russ Garrett, Rt. 1, Box 701, Cochise, Ariz. 85606, phone 602/384-3685, for Arizona, New Mexico and California. Dayle R. Brown, Box 232, Batik Mountain, Nevada 89820, call T Lazy S No. 1 through the Elko, Nevada, operator, for Nevada; Ricky Dean Boos, Box 43, Kerrville Hwy., Fredericksburg, Texas 78624, phone 512/997-5877, for Central Texas; and Alton G. O'Keefe, P.O. Box 1031, La Feria, Texas 78559, phone 512/797-1243, for the lower Rio Grand Valley of Texas.

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Red Brangus Calendar

Aug. 15 — Guerra Bros. Sale of the Americas II, Linn, Texas.

Sept. 19 — Paleface Ranch Heifer Sale Spicewood, Texas.

Oct. 17 — Folks Little Bend Production Sale, Sallisaw, Okla.

Nov. 19 — 4th ARBA Heifer Futurity Show and Awards Presentation, Paleface Ranch, 25 miles west of Austin.

Nov. 20 — 4th ARBA Heifer Futurity and 10th Annual Paleface Ranch Bull Sales, Paleface Ranch.

PALEFACE RANCH
Registered Red Brangus
ROUTE 1 BOX 19 SPICEWOOD, TEXAS 78669
MIKE LEVI 512/264-1711
JOHNNY & JANIE COX 512/261-1818
Member: American Red Brangus Association
We are located 25 miles west of Austin on State Highway 71

RED BRANGUS

IT'S SUMMER — DO YOU KNOW WHERE YOUR CATTLE ARE?
Are they vacationing on your ranch and staying cool by:
• swimming in your tank?
• relaxing under your shade trees?
If the answer is yes, you are running a resort for the bovine jet set and
YOU ARE LOSING MONEY!
IF YOU HAD RED BRANGUS . . .
• they'd spend more time in the sun working;
• their reddish coats would provide more tolerance to the heat of the summer sun;
• your cows would seldom have sunburned udders or spoiled bags.
THAT MEANS PROFIT!
RED BRANGUS — for the cattle operator who takes profit seriously.
Next Red Brangus Sale: August 15, 1981 — Guerra Bros. Sale of the Americas II
Linn, TX (18 mi. north of Edinburg)
FOR A COLOR BROCHURE & A LIST OF BREEDERS:
American Red Brangus Association
Dept. B, P.O. Box 1326, Austin, Texas 78767
512/345-2625

THE BRAHMAN INFLUENCE
Red Brangus Sale of the Americas II
at the ranch
Aug. 15, 1981
LINN, TEXAS
Embryo Transfer Seminar
4:30 p.m., Aug. 14, 1981
Selling 80 Top Quality Lots
• ¼ Semen interest in the Great Warrior 1/4
• ½ Embryo interest in 5 Top Guerra Bros. Red Brangus females.
• ½-Interest in pick of the litter of 141/6 and 15/5 calves
• Top herd sire prospects by Warrior and 113/7
• 25 Top Red Brangus pairs, many 3-in-1's
• Halter broken red nose Brahman herd bull prospects and heifers
• Brahman cows with registerable Red Brangus calves
• Replacement quality heifers (some ½ blonds)
Seminar speakers: Dr. Sam Halley, DVM, premier embryo transfer specialist of Brahman and Brahman-blooded cattle; David Westfall, counselor at law, co-owner of embryo transplant center and expert on tax advantages of Embryo transfer.
GUERRA BROS.
P. O. Box 38, Linn, Texas 512/383-2602
Ranch 15 miles north of Edinburg on Hwy. 281

Folks Red Brangus Sale Set Oct. 17 At Sallisaw, Okla.

Sallisaw, Okla. — Arvel and Thelma Folks, owners of Folks Little Bend Ranch at Sallisaw will have a Red Brangus production sale on Saturday, Oct. 17.

The Folks consigned a Quarter Horse to the East Texas Red Brangus Memorial Classic sale May 30. The horse sold for $1,500 to Bar G Bar Ranch, Jacksonville, and the Folks donated half the proceeds to the American Red Brangus Association's Building Fund.

For further information on the sale, contact Arvel Folks, Rt. 4, Box 56, Sallisaw, Oklahoma 74955.

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Lawson McKelvey Truck Tractor Auction Set July 25, Atlanta, Texas

Atlanta, Texas — A farm equipment auction for Lawson McKelvey Truck & Tractor Company, Inc., will be held Saturday, July 25th, 1981, beginning at 10 a.m. on North Loop 69 at Atlanta, Texas, conducted by Double D Auction Service of Waskom, Texas.

Selling will be dozers, backhoes, all types of farm and industrial tractors and equipment; round and square hay balers, mowers, discs, trucks, trailers, trencher, grinder mixer, manure spreader, sprig planter, blades, and all types of farm and ranch equipment.

Terms of the sale are cash, personal or company checks with bank letter of credit, but no sight drafts.

For more information contact Double D Auction Service, Route 1, Box 203, Waskom, Texas 75692, Jack Dillard, 214/687-2220 or 687-2222; or James Duncan, 214/687-3346 or 687-2412.

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Classifieds Sell Jerseys

Cows Higher, Feeders Steady, Hogs $1.50-$2 Up At Ft. Worth

Fort Worth, July 6 (F-S) — Receipts 600. Slaughter cows mostly 2.00 higher. Feeder steers and steer calves fully steady; feeder heifers and heifer calves steady. Demand good; trading active. Slaughter cows: cutter and utility 1-3 40.50-46.00. Feeder steers: medium and large frame 1: 250-400 lbs 70.00-77.00; 400-500 lbs 65.00-70.00; 500-600 lbs 62.00-66.25; 600-700 lbs 59.00-63.00. Feeder heifers: medium and large frame 1: 250-400 lbs 63.00-68.00; 400-500 lbs 58.00-63.00; 500-600 lbs 53.00-58.00.

Hogs 500: opened 1.50 higher, instances 2.00 up. US 1-2 200-230 lbs 50.50-51.00, about 40 head no. 1 at 52.00. US 1-3 200-250 lbs 50.00-50.50. US 2-3 200-275 lbs 49.50-50.00. Sows steady. US 1-3 300-600 lbs 44.00. Boars 300-700 lbs 35.00-36.00. 190-260 lbs 40.00.

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Classifieds Sell Brahmans

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Brahman News...

Texas Brahman Assn. Annual Meeting Set July 24-25, Olmito

Olmito — The Texas Brahman Association has announced plans for their annual summer meeting to be held here on July 24-25 at the Rancho Viejo. The theme for this year's membership convention is "Where are We? Where are we headed? What can we do about it?"

Registration will begin at 9 a.m. on Friday, July 24. An officers' and directors' meeting is scheduled for the morning's activities. Lunch will then be served, with an array of speakers following for the afternoon's program.

Jim Anderson with the Agricultural Development Department of the Trans-America Airlines, Oakland, CA., will be the first speaker on the list. Bill Heining with the Livestock Business Advisory Services, Inc. of Overland Park, KS. is the next guest speaker for the afternoon.

W. T. "Dub" Berry, executive vice-president for the National Cattlemen's Association, will discuss leadership qualities needed among breeders and the future of the beef industry. Berry will also bring the group up-to-date on the current standing of the American bred industry.

The annual banquet and accompanying entertainment will begin Friday evening at 8 p.m. During the annual TBA convention, the presentation of the Beef Booster Award will be given to an outstanding person who has made a significant contribution to the beef cattle industry during the past year.

The agenda for Saturday, July 25, will feature Dr. Keith Armstrong of Yoakum, TX. Dr. Armstrong is the USDA Area Supervisor for Veterinary Services, and will discuss the effects of the brucellosis program on the purebred breeder.

The annual membership luncheon will follow the close of the morning's program. The election of the 1981-82 officers and directors will conclude the two-day event.

For more information, contact Margaret Watkins, TBA Secretary-Treasurer, Star Route, Box 47, Ganado, Texas, 77962, or call (512) 782-3098.

South Texas Brahman Field Day Aug. 8

Luling — Brahman breeders from the South Texas area will gather here on Saturday, August 8 at the Gordon Withers Brahman Ranch for their annual field day.

The program will begin at 8 p.m. with an adult and junior judging contest. Max Watts, registered Brahman breeder from Frost, TX., will be on hand to place the cattle.

A discussion will be held for members interested in having their purebred herd designated as a certified-free brucellosis herd. Also on the agenda, ABBA Executive Vice-President Wendell Schronk will give an update on the rapidly growing F1 Certification Program. Area Four President Gordon Withers will then feature movies of a Brahman tour of South America.

A bar-be-que dinner will be served for guests attending the field day. Jerry Simon of Waelder, TX. will have several Brahman show cattle on display from the various area ranches.

For more information on the South Texas field day, contact Gordon Withers, Route No. 1, Box 171, Luling, Texas, or call (512) 875-5849.

East Texas Brahmans Sell Privately; Also In Sale Sept. 4

Lufkin, Texas — David Wright of Cleveland has announced that the East Texas Brahman Association is pulling together in two special efforts this year: sale at private treaty of a very large list of quality, size, correct conformation and color Brahman cattle anytime; and a Field day at 9 a.m. and ETBA sale at 3 p.m., Friday, Sept. 4 at the Harry English Farm at Lufkin.

For further information, contact: David Wright, President, East Texas Brahman Assn., Route 1, Box 359, Cleveland, Texas 77327; or Jane Squyres, secretary-treasurer, Route 2, Box 4350, Lufkin, Texas 76901.

McKellar Red Brahman Female Sale Aug. 1 At Mt. Pleasant

Mt. Pleasant — Dr. Lee McKellar, owner, will host the McKellar Ranch's "Stage 3" Red Brahman female sale on Aug. 1, 1981, beginning at 1 p.m. at Mt. Pleasant, at the ranch.

The 85 Red Brahman female lots selling include five open super donor heifers that are halter broken; 10 three-in-one's, all with heifer calves; 40 bred cows; and 30 bred heifers, a large number of which will be halter broken and led into the ring. Five of these lots will have heifer calves at side sired by "Sugestivo," the first one-half Brazilian heifer calf pairs sold in North America.

Stage 3 is another cut into the McKellar herd, and these females would never be offered except for the ranch's successful embryo transfer program. The females offered represent 22 years of breeding Red Brahmans by McKellar Ranch.

Stanley Stout of Linwood, Kan., will be auctioneer for the sale.

For further information contact McKellar Ranch, Lee McKellar, owner, Route 5, Mt. Pleasant, Texas 75455, ranch phone 214/572-9182.

Brahman Clinic VII To Be In Houston

Houston — Brahman Clinic VII will provide another informative gathering of Brahman breeders and authorities here at the Astro Village Hotel on August 26-29.

Sponsored by John and Vivian Joyce, the Brahman Clinics have provided insight into the breeding and raising as well as marketing of Brahman cattle. Consistent with the past three clinics, the "Sale of Sales" fourth invitational herd bull and female sale will be held in the Astro Village ballroom on Saturday morning, August 29 at 10 a.m. The sale of top quality red and grey Brahman cattle will be preceded by a Mexican style buffet breakfast at 9 a.m.

The clinic program will begin on Wednesday, August 26 with registration from 8:30 to 10:00 a.m. ABBA Executive Vice-President Wendell E. Schronk will be the emcee for the Brahman Clinic VII. Clinic host John Joyce of Wharton, TX. will give the welcome to guests from all facets of the Brahman business.

Nationally syndicated columnist and humorist "Doc" James Blakely of Wharton, TX. will kick-off the clinic with his talk on living everyday life. Blakely is a recent recipient of the National Speakers Association Award of Excellence in Communications. He is involved with over 500 seminars and speaking events yearly, and is the author of the country humor column "Pokin' Fun."

Something new will be added to this year's clinic with the First International American Brahman Futurity. The futurity is open to any quality registered Brahman breeding cattle. Both males and females will be judged in four classes according to age. Age limits for bulls are 18 to 40 months of age, and age limits on females are 12 to 30 months of age.

The judging of cattle in the futurity will begin on Wednesday evening at 6 p.m. at the Astro Village Hotel. The sale of qualified futurity cattle will be held on the evening of Friday, August 28.

At the conclusion of the clinic on Friday evening there will be a reception and dance beginning at 8:30 p.m. in the Astro Village ballroom. Entertainment for the dance will be provided by Jet & Val of East Bernard, TX.

Included again in this year's Brahman Clinic VII will be over 25 ag-related booths stationed in the center of activity at the Astro Village ballroom. Ag-related companies are invited to contact "J" Custom Fitters for further details on the trade show.

For hotel accomodations and enrollment information, contact "J" Custom Fitters, John Joyce, Route #2, Box 232, Wharton, TX., 77488, or call 713/842-2035 or 713/657-2212.

The breakfast cereal package, soup can, frozen food box, baby food jar and dessert box cost one and a half times as much as the foods they contain.

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Seaberg Ranch Announces Dispersal Sale For Fall

Boling, TX. — The Internationally known Seaberg Ranch has announced the dispersion of their entire registered grey Brahman herd on October 16 and 17, 1981, at the Boling, TX. division.

Approximately 350 females and all herd sires will sell in this complete dispersal. Included in the female offering will be cow-calf pairs, replacement heifers and this year's entire calf crop. Everything goes, with the ranch reserving one-half interest in only the proven embryo donor cows. This choice group should amount to 15 or 20 head of proven donor Brahman females by sale time. Also included in the sale will be herd sires, Mr. Seaberg 217, IW's Rexcrata 227, Mr. Sugarata 13, and RQ's Rexcrata 39. Also selling are six sons of IW's Rexcrata 206 and JMD Elefante 226. Herd sires owned in partnership with other breeders will also sell.

In announcing the dispersal, ranch owners Curtis Seaberg and John Joyce said, "We are at phase four in our plans for the Seaberg Ranch, and feel it is now the time to make this most calculated move. We believe even stronger in the purebred Brahman business and have progressed to the point that we can offer this outstanding, proven herd to our customers while at the same time moving into phase four of our ranch program." Phase four centers around the utilization of the embryo transplant procedure to breed even more superior lines of Brahman cattle from the sires and dams already identified.

The dispersal will be held over a two-day period to allow buyers enough time to adequately inspect all the sale cattle. Complete breeding records will be available on the cattle.

The sale will reflect the complimentary nature of the immortal Sugarland's Rexcrata 1 — 220/3 bred females and the incomparable Elefante 226/3. Through the show ring both of these Brahman bulls are widely known, and their progeny have also gained in great popularity.

For sale catalogs and information, contact John Joyce, Route #2, Box 232, Wharton, Texas, 77488 or call 713/842-2035 or 713/657-2212. Also Curtis Seaberg, Route #4, Box 226, Dayton, Texas, 77535 or call 713/258-8201.

Feeder Sold Unevenly At San Antonio

San Antonio, July 6 (F-S) — Receipts 1,200. Slaughter cows steady early. Slaughter bulls steady. Feeder steers and bulls uneven, 400 lbs and heavier 1.00 lower. Medium frame 350 lbs and lighter steady. Feeder heifers steady to 1.00 lower. Slaughter cows: utility 2-3 41.00-45.75, cannor and low cutter 40.00-41.00. Bulls: yield grade 1-2 1300-1800 lbs 51.00-56.00. Feeder steers and bulls: medium frame no. 1: 275-300 lbs 75.00-84.00, 300-400 lbs 69.00-70.00, 400-500 lbs 62.25-69.00, 500-550 lbs 60.25-62.50. Large frame no. 2: 500-625 lbs 57.25-59.50. Medium frame no. 2: 250-400 lbs 57.25-65.25, 400-500 lbs 58.75, 500-600 lbs 52.25-54.50. Heifers: medium frame no. 1: few 250-350 lbs 62.00-65.25, 350-500 lbs 60.00-62.00, 500-600 lbs 54.50-60.50.

Hogs 700: 25-50 lower. Sows steady. US 1-2 200-250 lbs 53.00-53.60. One load overnight draw 53.75. Sows: US 1-2 250-325 lbs 47.00-48.00. US 1-3 325-550 lbs 43.00-44.00.

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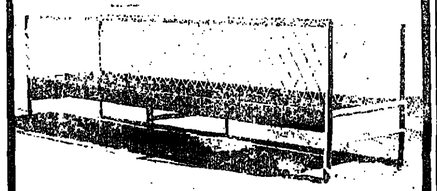
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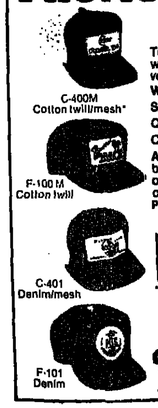
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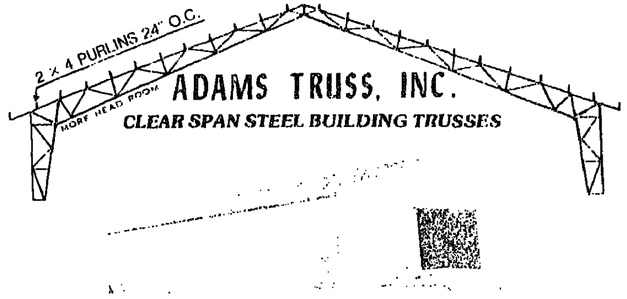

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Beef Promotion

(CONT. FROM PAGE 1)

wants to communicate to them. In marketing terms, that means identifying target markets and "major positioning appeals."

According to Management Horizons, there are four key consumer target market segments: the "growth segment" of 25 to 44 year olds; the white collar, higher educated, affluent segment, which tends to lighter consumption of beef; the blue collar, *affluent segment, which tends toward* heavy consumption; and employed women, a growing segment which represents many opportunities for the beef industry.

The major positioning appeals for beef center on price/value (a major concern of a majority of shoppers), convenience, "sizzle" or beef's taste appeal, and nutrition. For the greatest impact, the beef industry's message should stress the value to consumers inherent in these four qualities.

Estimated total budget requirements for the entire advertising, retailer, consumer research and industry communications programs came to: $7,885,000 for the top 10 markets, $11,250,000 for the top 20 markets and approximately $20,000,000 for the total U.S.

"The coming year can be a 'new beginning' for the beef industry, or it *can be more of the same — or less," Ron* Cowman said. "If it is to be a new beginning, adequate funding is required to establish momentum. Previous advertising and promotion programs have not met industry expectations largely because of insufficient funding, as well as the fragmented and sporadic nature of programs conducted in years past.

The firm recommened three advertising periods per year with a combination of television, radio, magazine and billboard advertising. Television and *magazines would be used in February,* March and April and again in September, October and November — when viewing and reading are at their highest levels.

Radio and billboards would be used during June and July, a time when people are "on the go" and more susceptible to those media. The total media plan would put beef messages before the consumer in all but four months of the year.

Bill Hall New Texas Angus Secy.-Fieldman

(CONT. FROM PAGE 1)

the Killeen Independent School District as a Vocational Agriculture Instructor for the past four years.

He is a 1977 Graduate of Texas A & M University with a B.S. in Agriculture Education with a minor in Animal Science and in Meat Science. While at A & M Hall was a member of the Saddle and Sirloin Club and other distinguished organizations. He was a member of the Junior and Senior Livestock and Meat Judging Teams. The Livestock Judging Teams were Grand National Champions.

Married, he and wife, Patricia, have one son. They have recently moved to Fort Worth.

A native of Killeen, Hall has been actively engaged in several phases of the cattle business for many years, in*cluding raising, fitting* an showing Angus cattle since his high school days.

He is the son of A. J. Hall, Killeen.

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Carlot Beef Opens Slow, Mostly Steady

(CONT. FROM PAGE 1)

U.S. carlot pork report — FOB Omaha basis (includes the major production areas in the Midwest) as of 2:15 p.m. Compared to Thursday's 2:30 report: fresh pork loins 14-17 lbs 2.00-5.00 higher except 20 lbs up steady. Hams 1.00-2.00 lower than Thursday or 2.00-5.00 higher than Friday. Seedless bellies steady to 1.50 higher. Trade moderate, demand moderate to good. Sales reported on 57 loads plus 5 loads *of trimmings and variety meat.*

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Des Moines, July 6 (F-S) — Central U.S. boxed beef — fabricated beef cuts — as of 3:30 FOB Omaha basis (includes major production areas in the Midwest and Texas-Oklahoma Panhandle.) Quotations reflect bulk sales by fabricators to retailers, jobbers, wholesalers, etc. Boxed beef trade very slow. Demand light in post holiday trading as retailers assess inventories and market situation. Sales reported on 8½ loads boxed cuts and 3 loads beef trimmings and boneless process beef. 9½ total loads.

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Fort Smith Monday

Ft. Smith, Ark., July 6 (F-S) — Cattle 1,500. Slaughter cows: breaking utility and commercial 2-4, 38.50-42.50, low dressing 38.00-39.00, boning utility 2-3, 40.00-43.00, high dressing utility 42.00-45.00, cutter 1-2, 36.00-39.00, canner 1-2 33.00-36.00. Bulls: yield grade 1 1100-1820 lb 50.00-54.25. Feeder steers: medium frame 1 300-400 lb 62.50-66.50, few 250-300 lbs 68.00-73.50, 400-500 lb 60.00-65.50, 500-600 lb 58.50-62.50, 600-800 lbs 56.00-61.00, fleshy steers 300-500 lb 57.50-62.00, 500-600 lb 55.00-58.50. Heifers: *medium frame 1 300-400 lb 54.00-58.00,* 400-500 lb 55.00. Replacement cows: medium frame 1, 4-7 years old 700-1000 lb cows 40.00-44.00.

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Wool Quiet

Torrington, July 2 (F-S) — The domestic wool market very slow and only one load medium package 54's confirmed in the Midwest sold near $1.65 clean delivered to mill undertone firm on other categories but no sales confirmed.

Zipperer Announces Beefmaster Dispersal, Aug. 13, Tampa, Fla.

Ft. Myers, Fl. — The breeding and influence of "Robert E. Lee" and "Snow Cloud," two of the Beefmaster industry's most popular and productive herd sires, will highlight Zipperer Beefmaster's cowherd dispersal, Thursday, Aug. 13, 1981. The sale will be held at the State Fairgrounds, Tampa, FL., beginning at 10 a.m. All breeding age females, except for cattle consigned to the Confederacy Sale and Zipperer's embryo cows, *will sell.*

About 130 lots, including 40 three-in-one packages, 40 pairs, 40 bred females, 5 open females and 5 recipient cows with embryos from leading sires and dams, will sell. As many as 75 lots will have "Snow Cloud" or "Robert E. Lee" *calves at side or will carry the services* of these bulls. Other herd sires represented will include "King," "Playboy," "Statesman" and "Beauregard."

As a member of The Confederacy, Zipperer Beefmasters purchased "Robert E. Lee" for a world record price at the 1979 Barfield sale. The bull has since been syndicated and his progeny have established new records for price and demand. This is the greatest concentration of "Robert E. Lee" breeding ever offered in one sale.

For information, sale catalog or reservations, contact Zipperer Beefmasters, P. O. Box 640, Ft. Myers, FL., 33902, (813) 334-3255 or Travis Wise, Wise Management, Inc., 1207 Mimosa Ave., Immokalee, FL., 33934, (813) 657-3533. Sale headquarters is the Admiral Benbow Inn, 1200 N. West Shore Blvd., Tampa, FL., 33607, (813) 879-1750. Gerald Bowie will be auctioneer.

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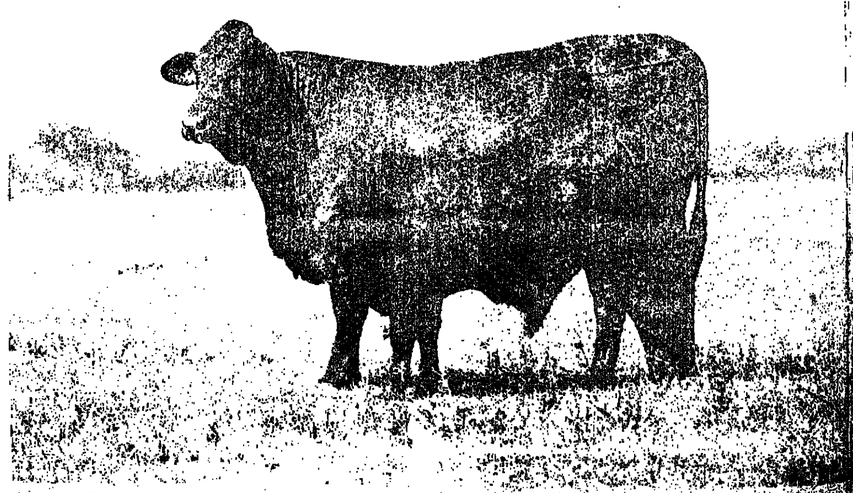

4 year old cow with Robert E. Lee calf; cow bred back to Robert E. Lee.

Gator daughter with Snow Cloud calf; bred back to Snow Cloud.

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Tulsa Monday

Tulsa, July 6 (F-S) — Receipts 1,091. Feeder steers and heifers steady. Slaughter cows steady. Bulls steady. Feeder steers: medium frame no. 1 200-300 lb 65.00-69.50; 300-400 lb 63.00-69.00; *400-500 lb 60.00-67.00; 500-600 lb* 60.00-64.75; 600-700 lb 59.75-64.00; 700-800 lb 60.00-63.85. Heifers: medium frame no. 1 200-300 lb 62.00-65.00; 400-500 lb 52.50-57.00; 500-600 lb 53.00-55.00; 600-800 lb 52.25-56.75. Slaughter cows: utility and commercial 2-3 40.00-46.00; low dressing 37.50-40.75; cutter 1-3 38.00-40.50; canner and low cutter 33.75-39.50. bulls: YG 1-2 1185-2025 lb 49.50-59.25. Middle-age medium frame 1-2 replacement cows with 150-250 lb calves 450.00-567.00 *per pair.*

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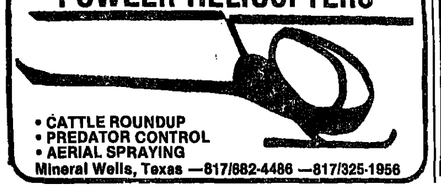
Roman soldiers were sometimes paid in salt. The word salary comes from the Latin "sal," meaning salt.

FOWLER HELICOPTERS



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817/831-3147 or 831-4691

Stuph & Thangs

(CONT. FROM PAGE 1)

th' fack that hens have jist about doubled their egg production in confinement and a large part of this is due to their release from the barnyard battles of th' pecking order as th' bossy hens picked at th' meeker ones.

Turnin' livestock out to roam and enjoy th' flowers and scenery might not make cattle, hawgs or sheep necessarily unhappy, but from an economic standpoint, not to mention th' predator standpoint, their productivity and profitably would certainly decline. A decline in either productivity or profitability at this stage in th' game could very well force livestock folks out of bizness.

This probbly gits around to th' reason th' Vegetarians are involved. They have th' same techniques and foller the same proggrims as some of th' late and unlamented stars in the Jimmy Carter guggle, they figger if they don't like somethin' or somebody, th' way to git shed of 'em is to harass 'em enough to make th' biznesy unprofitable and unpleasant enough they will throw in th' sponge.

We have seen this kind of thang done so often it does appear there should be some way for th' innocent targets to strike back. In some cases this is bein' done and it has been kind of a shock fer some of th' Burrocrats to find their own suits hauled into court and sued fer damages. It has been difficult to git some of follers settin' on th' judges benches these days to rap th' knuckles of those who file these trivolous suits, but it can and has been done.

We well recall th' time we was tawkin' to a group, which was well larded with federal burrocrats and told 'em that th' courts were th' answer to harassment and pointed to some suits that were already under way over th' way laws of th' land were bein' twisted around far from th' intent of Congress in th' first place. However, it has come to pass and there will likely be more of it in th' future as th' victims see th' possibilities.

One wonders sometimes where do these fanatics git th' money for all this agitation? Simple. Years ago some of our very, very wealthy businessmen set up foundations to promote education and the good and welfare and to keep th' Tax Men from gittin' all th' benefits of their productive years. Th' Fords, Rockefellers, Carnegies and many corporations would sure be churnin' in their graves if they knew how their foundations were bein' used by do-gooders and reformers who have *worked their way into these setups.* For instants, farmers and ranchers are properly disturbed over efforts to dictate land use. Outfits sich as Conservation Foundation, Environmental Defense Fund, Friends of the Earth, Audubon Society, Wildlife Federation, National Resources Defense Council, Sierra Club Legal Defense Fund and Wilderness Society are among th' people pushin' for land use controls, which in some cases are needed, but in most cases are aimed at no growth and development. They operate on millions of dollars from Ford, Rockefeller and corporate foundations. Mostly their intentions are good, but their attempts to force feed their ideas to us are cause for concern.

Ever thine,
The Edditar.

P.S.: Unkle Dunk says with th' Air Controllers and Postal Workers threatening to strike he is reminded of what President Cal Coolidge once said, to wit: "There is no right to strike against the public safety by anybody, anywhere, anytime."

-----o-----

Dugdale New President Of Louisiana Red Angus

Curtis Dugdale of Choudrant is the new president of the Louisiana Red Angus Association, following re-organization after a few years of inactivity.

Other officers include: Lester Leachman of Choudrant, vice president; and Douglas L. Deason of Baton Rouge, secretary-treasurer.

Persons interested in joining the Louisiana Red Angus Association may contact these officers for further information.

SIMBRAH NEWS

Simbrah Heifers To Vie For Top Cash At San Antonio

San Antonio — The open and junior Simbrah shows next Feb. 20 at the 1982 San Antonio Livestock Show is helping create a lot of interest in Simbrah cattle, according to Skipper Hill, secretary of the Texas Simmental Association.

The Junior Simbrah Heifer Show at *San Antonio will have added cash* premiums of $2,000 for the grand champion heifer and $500 for the reserve champion heifer. The prize money has been donated by Simbrah breeders interested in seeing growth of the Simbrah breed.

Nov. 1, 1981 is deadline for ownership of Simbrah heifers to be exhibited in the junior show. Heifers born after Jan. 1, 1980 will be eligible to show. The heifers have to be purebred Simbrah, five-eighths Simmental and three-eighths Brahman, and out of registered parents on both sides. Only cattle registered with the American Simmental Association will be eligible to participate in the show.

This will be the second Simbrah show at San Antonio, Hill said entries from all over the state are expected.

"With $2,000 and $500 added in addition to the prize money paid by the San Antonio Stock Show and ASA, this should be a strong Simbrah show. We expect this to cause a lot of FFA and 4-H youngsters to start looking for Simbrah heifers to take to the show," Hill *said.*

He noted that the Simmental junior show at the 1981 Fort Worth Stock Show drew about 117 entries from all over the state, and he expects the Simbrah show at San Antonio to become one of the stronger shows at San Antonio.

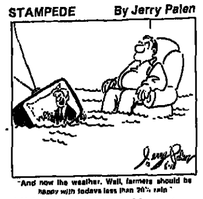
----o----

Largest Importation Of Nelore Zebus In 40 Years Now In Texas

The largest importation of Nelore Zebu cattle brought onto the North American continent in nearly 40 years has arrived on an East Texas Ranch, *ending more than a year of negotia*tions, purchase, shipment and stringent quarantine.

Imported from Brazin by Walker Wilson and Associates of Overton, Texas, the 24 Nelore bulls and 26 Nelore females were part of a shipment *of 90 head of Nelore, Gyr and Indu* Brasil Zebu animals recently released from five-month quarantine in USDA's Harry S. Truman Import Center on Fleming Key off the coast of Florida.

STAMPEDE By Jerry Palen



"And now the weather. Well, farmers should be happy with today's less than 20% rain."

All but seven of that shipment were owned by Wilson and are presently located on the Billy Powell Ranch at New Summerfield, Tex., awaiting completion of facilities on a 3,000 acre ranch near Navasota. The Wilson importation also included 14 Indu Brasil bulls and 14 Indu Brasil females, one Gyr bull and two Gyr females.

"This importation is significant to American breeders because the Nelore, Indu and Gyr were the original breeds that formed the American Brahman. With the last significant importation of original blood of Zebu cattle in 1946, the American Brahman needs this new blood in the breed's genetics," Wilson *said.*

The Wilson females will be placed in a fast-developing Embryo Transplant program, which provides multiple births from single breedings by removing fertilized eggs from the donor cow and transplanting them individually to *other cows for gestation, calving and* growth to weaning.

Information regarding these cattle, the embryos or semen may be obtained by contacting Walker Wilson, P. O. Box 567, Overton, Texas 75684, Phone (214) 834-3414.

----o----

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MM ATKINSON & SON Jean Atkinson — Jim Tobe Atkinson Box 188, Kenedy, Texas 78119 512/583-2204 or 512/583-2075 ¾ Brahman, ¼ Simmental heifers for sale	**EL REPOSO SIMBRAHS** Bill Holbein P. O. Box 175, Hebbronville, Texas 78361 512/527-4604 Purebred and percentage Simbrah bulls for sale. *El Reposo Simbrahs—Improving the best.*	**KEN PERSYN** P. O. Box 535 Castroville, Texas 78009 512/538-2786 or 538-2233 Watch for our sale next Spring
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ROCKY ROAD RANCH Keith Aycock Route 4, Box 287 • San Angelo, Texas 76901 915/653-7777 or 915/655-6218 For Sale: Fullblood Simbrah Bulls. 12-13 months old. Just weaned foundation Simbrah bulls ½ Brahman x ½ Simmental).	PIPES B Simmental & Simbrah Club Calves	**TRIPLE B RANCH, INC.** Owners: Don and Ruth Barker Ranch Manager Don Smith Route 1, Box 268 Lockhart, Texas 78644 512/398-5691 or 398-6935 Smith
To List Your Simbrah Herd In This Space, Contact: WEEKLY LIVESTOCK REPORTER 120 North RAYNER—P.O. Box 7796 Fort Worth, Texas 76111 Phone 817/831-3147	**MERRICK FARMS** Ward Merrick III P. O. Box 998, Ardmore, Oklahoma 73401 405/223-1631	*To List Your Simbrah Herd In This Space, Contact:* WEEKLY LIVESTOCK REPORTER 120 North Rayner — P.O. Box 7796 Fort Worth, Texas 76111 Phone 817/831-3147

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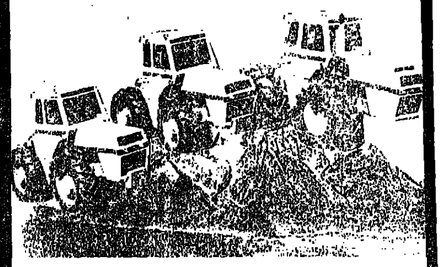

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3 Rib Farm

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11Lx15	8 Ply	70.00
1100x16	6 Ply	94.00
1100x16	6 Ply	105.00
1100x16	8 Ply	116.00
750x18	4 Ply	46.00
750x18	6 Ply	58.00
750x20	6 Ply	69.00

Implement Tires I-1

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8.5Lx14SL	6 Ply	35.00
9.5Lx14SL	6 Ply	38.00
9.5Lx14SL	8 Ply	43.00
7.60x15	6 Ply I-1	38.00
9.5Lx15SL	8 Ply	44.00
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Texas Longhorn News

PAT BUCHEN

Buchen Elected Executive Director Texas Longhorn Breeders Association

San Antonio — J. Patrick Buchen is the newly elected Executive Director of the Texas Longhorn Breeders Association of America, and will head the new office in Fort Worth, Texas as of July 1. The announcement was made by Bill *Anthony, Ardmore, Okla., President of* the Texas Longhorn Breeders Association of America, TLBAA.

Buchen was previously an Administrative Assistant with the National Western Stock Show, Denver. Prior to his appointment with the National Western, Buchen served as the Executive Secretary of the American Maine-Anjou Association.

As the Executive Director of the TLBAA, he will be responsible for top management decisions of the 1,300-member organization, with a 40,000 purebred stock registry.

"We are happy to have Pat aboard. His background in raising cattle on a commercial basis, and his proven exper*tise in the management field is definite*ly going to be an asset to our organization," said Anthony.

"I am excited about the contributions the Texas Longhorn breed has to offer in this country's cattle industry. I am pleased to have the opportunity to work with this outstanding breed," said Buchen.

In May, the TLBAA Board of Directors voted to move the headquarters in San Antonio to Ft. Worth. For more information about the Texas Longhorn Breed contact: Texas Longhorn Breeders Association, P. O. Box 659, San Antonio, Texas.

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Nacogdoches Texas Longhorn Sale July 18

Nacogdoches, Texas — The 5th Annual Nacogdoches Texas Longhorn Sale will be held July 18 in the new Nacogdoches County Exposition Center.

Only 90 head of cattle will be offered, with the sale limited to three herd sires and three steers, with the remainder being females and pairs.

Trophies and ribbons will be awarded to champions and reserve champions in six classes: herd sire, steer, senior cow, junior cow, senior pair and junior pair.

The Ark-La-Tex Longhorn Breeders Assn. will host a steer show at 7 p.m., at the Exposition Center the night before the sale.

----o----

"Cowtown Choice" Longhorn Bull Sale Set Oct. 17 At Ft. Worth Stockyards

Fort Worth — The "Cowtown Choice" registered Texas Longhorn bull sale will be held Oct. 17, 1981, in the Fort Worth Stockyards.

Eddie Wood, Wynnewood, Okla., will auction about 100 head of good breeding-age bulls.

The main purpose of the sale is to develop a healthy bull market in the Fort Worth Area, and acquaint commercial cattlemen with the assets of the Texas Longhorn.

For additional information, contact Wilford Fultz, 380 Shady Oaks Lane, Southlake, Texas 76092, phone 817/481-1571; or Bill Lourcey, Jr., 3709 Mockingbird Lane, Fort Worth, Texas 76109, phone 817/926-5702.

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Longhorns Showing Rapid Growth In 1981

The first four months of 1981 have been good ones for the Texas Longhorn Breeders Association of American in *new membership, registration of cattle* and in transfers of ownership recorded by TLBAA.

This year, 201 new members joined the association in the first four months compared to 85 new members during the same period last year. During the four months this year there were 3,288 registrations compared to 1,910 during the same period last year; and there were 2,440 transfers January-April *1981 compared to 940 in the same four* months last year.

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Longhorn Activities Scheduled

July 18 — 5th Annual Nacogdoches Texas Longhorn Sale, Nacogdoches, Texas.

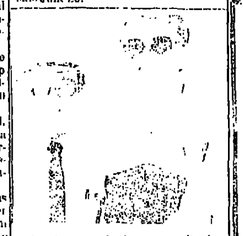
Aug. 8-9 — Golden Spread Assn. *Seminar*

Aug. 22 — Texas Ranger Memorial Sale, Colorado Springs, Colo.

Sept. 17 — Wild Life Refuge Sale, Cache, Okla.

Bill Lourcey, left, is shown with Doylene and Boney Winkler at the Texas Longhorn Breeders sale at Tyler June 20. The Winklers were consignors to the sale.

The M. P. "Chico" Wright family took top prizes at the Tyler Longhorn sale June 20.



Auctioneer and sale manager Gayle Ingram, *left, of Quitman, is shown* with Red McCombs of San Antonio, at the Texas Longhorn Breeders Sale at Tyler June 20.

8th Annual South Texas Longhorn Breeders sale, May 30, 1981, Y O Ranch, Headquarters Mountain Home, Texas. Champion Cow was *purchased by Crawford Boyd of Hous*ton, Texas. Pictured Left to Right: Crawford Boyd, Gus Schreiner, co-host, and Clay Dahlberg, Hunt, Texas nationally known Artist-Sculptor.

Longhorns Average $1,898 In Tyler

Tyler — The Summer Spectacular Texas Longhorn Sale here June 20 grossed $102,490 on 54 lots for an average of $1,898. John Stephens and Gayle Ingram of Longhorn Sales, Quit*man, were sale managers and Eddie* Wood of Wynnewood, Okla., was the auctioneer.

The bred heifer, TC Star Lady, consigned by Tom Chandler of Arlington, topped the sale going to Wright Materials Longhorns, Robstown, for $3,700. Another bred heifer consigned by Chandler sold to Red McCombs Longhorns, San Antonio, for $2,700. Wright Materials also bought a bred heifer consigned by Dr. Harmon Knight, Pasadena, for $2,900. Bill Clark of Nacogdoches, bought a Knight bred heifer for $2,300, and a Wright Materials bred cow for $2,700. McCombs bought a cow with heifer calf at side consigned by John E. Prothro of Tyler for $3,400.

----o----

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LIVESTOCK CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4	1	1 2 3 4 5	1 2 3
5 6 7 8 9 10 11	2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10
12 13 14 15 16 17 18	9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17
19 20 21 22 23 24 25	16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24
26 27 28 29 30 31	23 24 25 26 27 28 29	27 28 29 30	25 26 27 28 29 30 31
	30 31		

7-11—Harold Tepe Beefmaster Prod. Sale, Beeville, TX, S/M Reyes & Mihalski
7-11—Ardmore Equipment Co. Farm Equipment Auction, Ardmore, OK
7-12—Okla/Ark. Milking Shorthorn Picnic, Wil-Lou Farm, Meeker, OK
7-13—San Angelo Feeder Calf Sale, Producers
7-16—Moisture Management Conference, Goddard Center, Ardmore, OK
7-18—Texas Junior Brangus H F Sale, Sulphur Springs, TX, S/M P&F Cattle Co.
7-18—Nat'l Beefmaster Assn. Futurity Show & Sale, Waxahachie, TX
7-18—5th Annual Nacogdoches Texas Longhorn Sale, Nacogdoches, TX, S/M W. D. "Bill" Clark
7-20/24—COBA A.I. and Palpation School, Sulphur Springs, TX
7-23/24/25—LaRue's School, Georgetown, TX, LaRue Douglas
7-24/8-1—National Paint Horse Show, Oklahoma City, OK
7-25—Texas Using Horse Special, West, TX

TEXAS USING HORSE SPECIAL
SATURDAY, JULY 25, 1981
West Longhorn Club Arena
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Horses Work 9:30 A.M. — Sale 1:00 P.M.
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7-25—Lawson McKelvey Equipment Sale, Atlanta, TX, S/M P & F Cattle Co.
7-29—Fort Worth Stockyards Special "Top Dollar" stocker-feeder calf sale, odd lots 8:30 a.m., groups 10:00 a.m.
7-31—National Paint Horse Show & Sale, Oklahoma City, OK
7-31—Santa Gertrudis "Kollege of Knowledge," Bowling Green, KY
7-31/8-1—Texas Charolais Field Day, OBBCO Ranch, DeLeon, TX
7-31/8-1—Helen Rich Simmental Fullblood Prod. & Percentage Dispersal, Parker, CO, S/M Continental Sales
8- 1—McKellar Ranch Brahman Summer Female Sale, Mt. Pleasant, TX
8- 1—H O McElven Total Quarter Horse Dispersal Sale, Karnes City, TX, S/M Plummer Auction Service
8- 1—"The Name Brand Beefmaster Sale," Tampa, FL
8- 1—Kentucky National Santa Gertrudis Show & Sale, Bowling Green, KY, S/M Superior Sales
8- 2—San Angelo Feeder Calf Sale, Producers
8-3/4—All-American Angus Breeders' Futurity, Louisville, KY
8-3/6—COBA A.I. and Palpation School, Marlin, TX

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8- 9—TBBA Summer Sale, Columbus, TX, S/M P & F Cattle Co.
8-13—Zipperer Beefmaster Dispersal, Tampa, FL
8-14—Guerra Bros. Field Day and Embryo Transfer Program, Linn, TX
8-15—Guerra Bros. Brahman Influence Red Brangus Sale of Americas II, Linn, TX

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8-15—Charlie Thomas Brahman Dispersal, Blanco, TX, S/M P&F Cattle Co.
8-15—Jack Ryan Beefmaster Prod. Sale, Beeville, TX
8-16—Olibelt Select Invitational Quarter Horse Sale, Longview Livestock Auction Arena, Longview, TX, S/M Plummer Auction Service
8-18—Berry Beefmaster Prod. Sale, Corpus Christi, TX
8-17/20—COBA, A.I. and Palpation School, Tyler, TX
8-22—Northeast Texas Simmental Open Show & Halter Sale, Hunt County Fair, Greenville, TX, Sale 1 p.m., Show time to be announced
8-22—Clayton Williams Brangus Prod. Sale, Alpine, TX, S/M P&F Cattle Co.
8-22—3rd Annual S Bar W Polled Influence Simmental Sale, Woodville, TX
8-22—Rolling Green Farm Brahman Dispersal, Valdosta, GA, S/M World Sales
8-24—San Angelo Feeder Calf Sale, Producers

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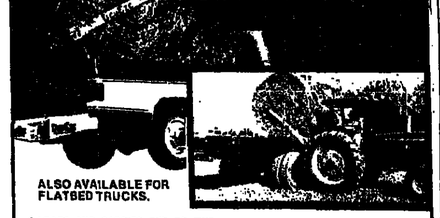
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Selling will be 100 lots selected from 240 head consigned. The horses selling include national champions, *youth champions and superior horses* including 56 mares, 28 stallions and 16 geldings with terrific credentials. There are 10 APHA champions, seven APHA youth champions, six national champions, one reserve national champion, five superior halter horses, one superior western pleasure and two youth superiors. Bred mares, three-in-one packages, PSBA eligibles, proven horses and outstanding prospects with today's popular bloodlines from the nation's top breeders will be included.

Some of the name-horses selling include: APHA champion and superior halter horse, Bid Bar, a 1972 tobiano stallion by Long Tall Texas; Tailwind's Warrior, a 1978 sorrel overo stallion; Shez A Cover Girl, 1979 sorrel overo mare; Shaft, 1974 sorrel overo gelding; Jetaleo, 1980 sorrel overo stallion; and many others.

For further information contact the American Paint Horse Association, Dept. WLR81, P. O. Box 18519, Fort Worth, Texas 76118, phone 817/439-3400.

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8-26—First International Brahman Futurity Judging, Houston, TX, S/M World Sales
8-26/27/28—Brahman Clinic VII, Astro Village Hotel, Houston, TX, S/M World Sales
8-27—Fort Worth Stockyards Special "Top Dollar" stocker-feeder calf sale, odd lots 8:30 a.m., groups 10:00 a.m.
8-28—First International Brahman Futurity Sale, Houston, TX, S/M World Sales
8-28/29—National Jr. Chianina Heifer Show, Lawton, OK
8-29—Brahman Clinic VII Sale of Sales, Houston, TX, S/M World Sales
8-29—Georges Creek Ranch Purebred Simmental Dispersal Sale, Grandview TX
8-29—Pfluger Limousin Ranch Prod. Sale, Taylor, TX
8-30—Wittenburg, Bolling, Hendricks Joint Beefmaster Production Sale at the Hendricks Ranch, Sandia, TX

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8-30—4-State Simmental Invitational Sale, Four State Fairgrounds, Texarkana, TX, S/M Russell Sims
8-31/9-1—Pine Lane Ranch Brangus Dispersal, Jackson, MS, S/M P & F Cattle Co.
9- 4—East Texas Brahman Assn. Sale, Crockett, TX
9- 4—East Texas Brahman Assn. Field Day, Harry English Farm, Lufkin, TX
9- 5—Best of the 80's Red Brahman Prod. Sale, Wills Point, TX, S/M Lionel Chambers & Richard McRae
9- 5—East Texas Harvey Hall Charolais Sale, Tyler, TX, S/M Jernigans
9- 5—Pine Lane Ranch Brangus Prod. Sale, Laurel, MS, S/M P&F Cattle Co.
9- 5—Nease & Son Limousin Complete Dispersal, Gravette, AR, S/M American Cattle Service
9- 5—Russell Stone Beefmaster Sale, Waxahachie, TX
9- 5—Miraflores Ranch Fullblood Festival of Select Simmental Females, Brenham, TX
9- 7—Guarenta Ranch Beefmaster Prod. Sale, Muldoon, TX
9-11—Gene Engelhardts' Beefmaster Dispersion Sale at the Live Oak Sale Barn, Three Rivers, TX
9-12—Central States Beefmaster Breeders Assn. Sale, Tulsa, OK
9-12—Metroplex Brangus Female Sale, Dallas, TX, S/M Syler Sales
9-12—7P Ranch 6th Annual Simmental Sale, Tyler, TX
9-12—Bar T Limousin Dispersal, Luling, TX, S/M Charles Rollins
9-13—Larry Pipes 5 Simmental Prod. Sale, Rusk Co. Ag Bldg, Henderson, TX
9-14—San Angelo Feeder Calf Sale, Producers
9-14/17—COBA A.I. and Palpation School, Tucson, AZ
9-19—Southeastern Beefmaster Breeders Assn. Sale, Jackson, MS
9-19—Back Forty/Oakes-Keller Angus "Red Carpet" Sale, Vici, OK, S/M James Danekas & Assoc.
9-19—Jerry Hardin Beefmaster Consignment Sale, Greenville, TX
9-19—Rctama Charolais Classic Sale, San Antonio, TX, S/M Reyes & Menchaca
9-19—Canning Land & Cattle Co. Angus Sale, Rougemont, N.C.
9-19—Granada Brangus Prod. Sale, Marquez, TX, S/M P&F Cattle Co.
9-19—C & F Farms Limousin Prod. Sale, Macomb, OK, S/M American Cattle Service
9-19—Paleface Ranch Red Brangus Heifer Replacement Sale, Spicewood, TX, S/M Syler Sales
9-19/20—Rose Classic Quarter Horse Sale, Joe Freeman Coliseum, San Antonio, TX
9-21/24—Equine Reproduction Management Clinic, Tarrant County Jr. College, Ft Worth, TX
9-24—Fort Worth Stockyards Special "Top Dollar" stocker-feeder calf sale, odd lots 8:30 a.m., groups 10:00 a.m.
9-25—2nd International Chianina Futurity Show & Sale, Oklahoma City, OK, S/M Dub Venable, Inc.
9-26—Live Oak County Beefmaster Breeders Assn. 3-in-1 Sale, Three Rivers, TX
9-26—Ozark Classic Limousin Sale, Gravette, AR, S/M American Cattle Services
9-26—Texas Limousin Assn. Foundation Sale, Sealy, TX, S/M Charles Rollins
9-26—Indian Nations Brangus Female Sale, Newkirk, OK, S/M Syler Sales
9-26—Dale West/Tom Reilly Simmental Prod. Sale, Mineral Wells, TX S/M Mid-America
9-26—Rancho Verdo Brangus Prod. Sale, Beeville, TX, S/M P & F Cattle Co.
9-26/27—Heritage Place Fall Show & Performance Horse Sale, Oklahoma City, OK
9-27—Heritage Place Fall Paint Horse Show, Performance & Race Sale, Oklahoma City, OK
9-28/29—Shelton Ranches Horse Sale, Kerrville, TX
9-29—Leo Jasik's LJ Bar Beefmaster Prod. Sale, Pleasanton, TX
9/30-10/1—21st Annual BBU Convention, Marriott Hotel, San Antonio, TX
9-30—Garrett Ranch Quarter Horse Production Sale, Barn 8, Fort Worth
9-30—Chisholm Trail Ranch Complete Polled Hereford Dispersal, Rhome, TX, S/M National Cattle Service
10-1/2—2nd International Chianina Futurity Show & Sale, Oklahoma City, OK, S/M Dub Venable
10- 2—BBU EXP '81, Joe Freeman Coliseum, San Antonio, TX
10- 3—Walker White Beefmaster Prod. Sale, La Mansion del Norte, San Antonio
10- 3—Wesson Charolais Production Sale, Koshkonong, MO, S/Mgr. Buzz Ginrey
10- 3—Campbell Angus Ranch Sale, Diana, TX, S/M Tom Burke/Bernie Scheer
10-4/5/6/7—Circle Seven Bull & Complete Brangus Dispersal, Jacksboro, TX, S/M P & F Cattle Co.
10- 5—Pioneer Santa Gertrudis Assn. Sale, Kerrville, TX
10- 5—San Angelo Feeder Calf Sale, Producers
10- 5—Miss Arkansas Brangus Female Sale, Little Rock, AR, S/M Syler Sales
10-5/8—Equine Reproduction Management Clinic, Tarrant County Jr. College, Ft Worth, TX
10- 6—Connally Ranches Santa Gertrudis Sale, Floresville, TX
10- 7—Briggs Ranches Santa Gertrudis Prod. Sale, San Antonio, TX
10- 8—Nine Bar-San Jose Joint Santa Gertrudis Prod. Sale, Pleasanton, TX
10-8/10—Paint Horse Convention, Atlanta, GA
10- 9—3rd Annual Tops in Tulsa Chinaina Sale, Tulsa, OK, S/M Dub Venable, Inc.
10- 9—Ray Adams Angus Farm Sale, Tahoka, TX

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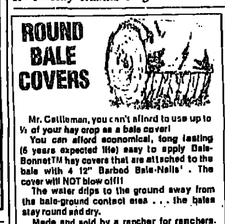
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50 — Purebred, and 30 — 3/4 Heifers, open and ready to Breed. Average weight - 750 Lbs.
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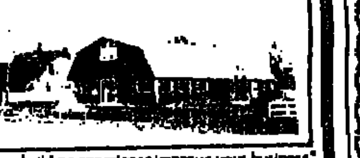

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Futures

Omaha, July 6 (USDA) — Trading from Chicago Mercantile Exchange:

Month	Sett Pr	Change	Sales
Choice Steer Futures:			
Aug	66.32	+.05	[illegible]
Oct	63.25	+.90	[illegible]
Dec	64.15	+.80	[illegible]
Feb	65.25	+.90	[illegible]
Apr	66.35	+.90	[illegible]
Jun	67.55	+.75	[illegible]
Total			[illegible]
Choice Feeder Steers:			
Aug	65.52	+.80	[illegible]
Sep	64.65	+.65	[illegible]
Oct	64.45	+.90	[illegible]
Nov	65.25	+.70	[illegible]
Jan	67.25	+.40	[illegible]
Mar	67.70	+.45	
Apr	67.85	+.35	
Total			[illegible]
Live Hogs:			
Jul	53.95	+.48	[illegible]
Aug	53.52	+1.10	[illegible]
Oct	51.30	+1.45	[illegible]
Dec	53.40	+1.30	[illegible]
Feb	54.72	+1.05	[illegible]
Apr	53.97	+.92	[illegible]
Jun	55.90	−.15	[illegible]
Jul	56.10	+.80	[illegible]
Aug	55.50	+.50	[illegible]
Total			[illegible]
Frozen Pork Bellies:			
Jul	48.12	+2.00	[illegible]
Aug	48.85	+2.00	[illegible]
Feb	66.40	+2.00	[illegible]
Mar	66.57	+2.00	[illegible]
May	67.40	+2.00	[illegible]
Jul	68.65	+2.00	
Aug	68.30	+2.00	[illegible]
Total			

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Nebraska Directs

Omaha, July 2 (*USDA*) — Nebraska feedlot sales 14,500. Live sales 80 pct of volume. Steers and heifers steady to 50c lower. Steers: good to more choice 2-4 1000-1150 lbs 70.00-71.60, closing 70.00-71.00 with some sales mostly choice at midweek 1100-1250 *lbs* 71.00-72.00 outside price paid both F.O.B. and delivered. Heifers: good and choice 2-4 875-1025 lbs 66.00-68.50, closing 66.00-67.25. Dressed prices closing 1.00-1.50 *lower. Weight only steers:* good to mostly choice 550-900 lbs 110.00-113.00, closing 110.00-111.00.

Feedlot Trade Opens Slow, Mostly Steady

(CONT. FROM PAGE 1)

sales 12,800. Live sales: considered sales steady to 50 higher than token trades last Thursday and Friday. Steers: few loads good to mostly choice 1025-1175 lbs 70.00-71.00. Heifers: scattered offerings good and choice 900-975 lbs 67.00-68.00, instances 68.00-68.50 at West-Central Nebraska feedlot locations. Dressed basis poorly tested, but firm undertone exists in forced trading. Weight-only steers: occasional load good to more choice 600-800 lbs 111.00-112.00, extremes 113.00 noted on steers primarily 700-850 lb carcasses. Weight-only heifers: good and choice 400-600 lbs in narrow price test, 106.00-107.00.

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Dodge City, July 6 (USDA) — Western Kansas feedlot trade slow over the holiday weekend. Slaughter steers steady to 1.00 lower, slaughter heifers *steady to weak. Steers 4,000: few* choice 2-4, mostly 3 1100-1150 lbs 69.50-70.00; choice with end good 1050-1200 lbs 69.00-70.30; few mixed good and choice 1200 lbs 69.00-69.50 including Holsteins 64.50. Heifers: choice with *end good 940-1050 lbs 67.00-67.50.*

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Panhandle Feedlots

Amarillo, July 2 (F-S) — Slaughter steers steady. Heifers 1.00-1.50 lower. Steers 3,000: good and mostly choice 2-3, 65-80% choice, 1000 lb 70.00-70.50, bulk 70.00. Load mixed good and choice 2-3 925 lb 69.00. Heifers 2,800: good and mostly choice 2-3 875-950 lb 67.00-67.50. Mixed good and choice 2-3 900-925 lb 66.50-67.00. Couple loads good and choice 2-4 1050 lb heiferettes 63.00. For the week: slaughter steers and heifers 1.00-1.50 lower. Trading activity most of the week only slow to moderate with *Tuesday the only fairly active day.* The average live weight of most cattle slaughtered in area plants last week was 1061 lb compared to 1055 lb the previous week and 1065 lb for the same week last year.

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Cattle Raisers Praise Conservative Democrats In Congressional Budget Battle

(CONT. FROM PAGE 1)

from San Angelo, said, "TSCRA feels that President Reagan's budget and tax proposals will result in lower inflation, *lower interest rates, lower deficits* and in accelerated economic growth. The defeat of his budget proposal would have been a blow to the working people and ranchers of this country who have been forgotten in the rush to big government and higher taxes."

The nine Texas Democrats recognized were Congressmen Jack Hightower of Vernon, Charles Wilson of Lufkin, Marvin Leath of Waco, Charles Stenholm of Stamford, Phil Gramm of Bryan, Sam Hall of Marshall, Ralph Hall of Rockwall, Kent Hance of Lubbock and Richard White of El Paso.

The group's board also endorsed the principle of deregulating the livestock marketing industry to the extent that the auction markets could work in free and open competition yet in an environment that protects the industry and the producer. The resolution was in response to proposed legislation that would streamline portions of the Packers and Stockyards Act of 1921.

Texas has new and tougher trespass and game laws passed this year that affect ranchers and other landowners. Ed Small, TSCRA attorney in Austin, reported that under new laws the *penalty for criminal trespass has been* increased to a Class B misdemeanor with a maximum fine of $1,000 and up to one year in jail, or both. If the trespasser carries a deadly weapon, the offense will be a Class A misdemeanor, punishable by a fine up to $2,000 with the same time or both. A fence obviously designed to contain livestock would serve notice that entry was forbidden. Another law would allow county courts in addition to justice courts to hear game law violations. Landowners were advised to report trespassors to the local game warden or sheriff.

Cattlemen were warned that the next 60 to 90 days will have a very critical effect on the market outcome for the rest of the year by Topper Thorpe, general manager of the marketing arm of the National Cattlemen's Association. Weather will be the big factor and could force non-fed slaughter and increase *grain production costs.* Under the best conditions, he said cattle feeders must have 75c to 85c per pound for cattle going to the packer if the rest of the cattle industry is to survive in the long term.

The future is bright, he added, *for* those cattlemen who recognize that change is upon them and devote time to planning, managing and marketing.

Cattlemen must learn that beef production is a business and not a way of life, Thorpe said.

Other speakers were Dr. Lauro Cavazos, president of Texas Tech University; Mrs. Nancy Birdwell with the National Golden Spur Awards Program and Cargile.

More than 350 TSCRA members and their families attended the summer meeting. TSCRA set its fall meeting for Oct. 30-31 in Kerrville, Texas.

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Livestock Slaughter, Meat Production

Washington, July 2, (USDA) — Total red meat production under Federal inspection for the week ended 7/4/81 was estimated at 599 million pounds. This was 7% below a week ago, and 13% above a year ago.

Production (Million Lbs.)		
Wk Ended	7/4/81	7/5/80
Beef	362.4	302.9
Calf	5.9	4.3
Pork	225.7	219.1
Lamb	4.8	3.7
Total	598.8	530.0
Slaughter (Head)		
Cattle	566,000	473,000
Calves	41,000	32,000
Hogs	1,315,000	1,268,000
Sheep	94,000	72,000

Slaughter (Head)	Live	Drsd.	Live	Drsd.
Cattle	1080	642	1074	642
Calves	235	144	216	133
Hogs	243	172	244	173
Sheep	105	51	107	51

Slaughter By Class				
Wk. End.	Cows	Bulls	Hfrs.	Strs.
6/21/80	18.0	2.3	28.7	51.0
Wk. End.	Barrows		Sows	Boars
6/21/80	92.1		6.7	1.2

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Feeder Prices Mixed At Oklahoma City

Oklahoma City, July 6 (USDA) — Receipts 1,500. Feeder steers steady; demand good. Feeder heifers steady to 1.00 lower, demand fair. Slaughter cows averaging steady to .50 higher. Bulls 1.00 higher. Feeder steers: medium and large frame 1 250 lb 82.00; 300-330 lb 73.00-76.25; 425-475 lb 62.75-66.00; 525-575 lb 61.90-63.80; 600-700 lb 61.60-63.00; 700-775 lb 61.80-62.80. Heifers: medium frame 1 205 lb 67.00; 290 lb 64.00; 400-560 lb 54.00-55.60; fleshy 380-525 lb 52.80-54.00; 650-700 lb 56.90-57.70. Slaughter cows: utility and commercial 2-3 41.50-44.00, few lots strong weight 44.60-45.00; mixed cutter and boning utility 2-3 43.00-43.80; cutter 1-2 41.25-43.20; *low dressing* 37.25-39.80. Bulls: YG 1 1345-1540 lb 55.00-55.60. Replacement and/or feeder cows: small and medium frame middle-aged 1-2 40.90-44.50; aged 39.60. Pairs: medium frame 1 young cows with 150 lb calves *510.00. Small* and medium frame 1-2 middle-aged and aged cows with 150-250 lb calves 425.00-480.00.

Hogs 1,100: mostly .50 to .75 higher; US 1-2 205-255 lb 52.10-54.250 160-180 lb 45.10-47.60. US 1-3, mostly 2 220-270 lb 52.10-52.80. Sows near steady. US 1-3 280-630 lb 43.40-45.60, largely 44.00-45.60; seven head 533-610 lb 46.05-46.10. Boars: all weights: 39.10-40.70; few 215-291 lb 41.10-45.00.

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Florida Directs

Winter Park, July 2 (F-S) — Price trends on slaughter cattle generally steady with previous week; feeder calves 1.00-3.00 lower but not well tested. Slaughter cattle 1,700: 120 hd good, end choice, 2-3 1075 lb steers 66.00. 95 hd good, end standard, 1-3 1000 lb heifers 63.25, total 600 hd mostly utility 975-1000 lb cows 41.00-42.10. Carcass basis-hot weights: total 260 hd good and choice mixed steers and heifers 900-1060 lbs with good and choice 3.00-4.00 over carcass prices. Some cases even on standard and good. Total 520 hd cutter and utility 850-900 lb cows 82.00-86.00. Feeder cattle & calves 5,400: total 3,050 hd medium frame no. 1 & 2 calves with 325-350 lb steers 69.00-71.00, 450-460 lb weights 63.00-64.00 and 325-450 lb heifers 55.00-*58.00. Okeechobee board sale, June 26* 2,345 hd sold for mainly July 15-August 15 delivery; total 1,295. Medium frame no. 1 500-525 lb steers 62.60-66.00 and 450-480 lb heifers 54.30-57.00.

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Classifieds Sell Angus

J. Lynn Futch Named FmHA State Director

(CONT. FROM PAGE 1)

agency's national office in Washington, D.C.

Before joining FmHA, Futch served as Assistant Manager (1954-1960) and Vice President (1960-69) of the Canadian Production Credit Association, Canadian, Texas.

A native of King County, Texas, Futch was reared on a cotton and livestock farm. He maintained an interest in a cattle feeding operation in the Texas Panhandle area until 1976.

The Farmers Home Administration *is a credit agency of the U.S. Department* of Agriculture. As State Director, Futch will be responsible for the loan and grant activities of 486 employees in 147 county and 20 district offices in Texas. The FmHA State Office is located in Temple.

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Arkansas Auctions

Little Rock, Ark., July 2 (F-S) — Receipts 11,400. For the holiday shortened week cattle prices at Arkansas auctions trended lower, while whole sale beef prices ended steady to 2.00 higher. Slaughter cows generally weak to 2.00 lower. Slaughter bulls 1.00-3.00 higher. Feeder steers and bulls near steady. Feeder heifers uneven generally steady to 1.00 higher.

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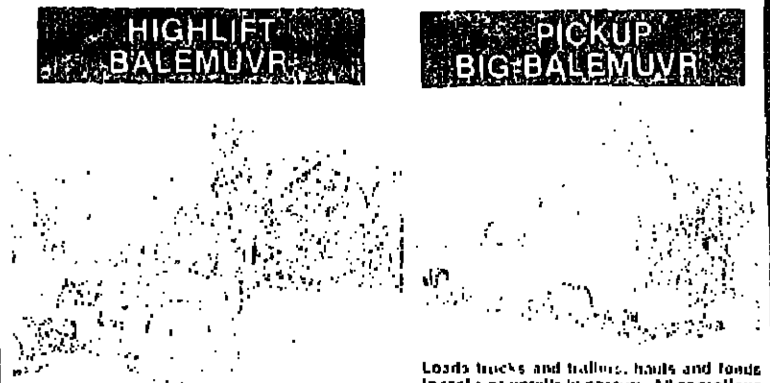

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